GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Industries & Commerce Department – Industrial Survey – Andhra Pradesh Samagra Parishrama Survey, 2020 (SPS) – Conducting the Survey and issue of Parishrama Aadhar – Orders Issued.

INDUSTRIES AND COMMERCE (COORDN.) DEPARTMENT

G.O.MS.No. 42 Dated: 13-08-2020
Read:-

1. Instructions of the Hon'ble Chief Minister of Andhra Pradesh in the meeting held on 17.04.2020
2. G.O.RT.No.104 Dated: 19-05-2020 of Industries and Commerce (P&I) Department
3. Review meeting conducted by the Hon'ble Minister for IIIC, IT & Skill Development & Training on 21.05.2020 and 2.6.2020
4. Tele conference consultation held by the Director of Industries/ CEO APSSDC with concerned Department Officials on 29.06.2020

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ORDER

The State of Andhra Pradesh has inherent advantages of geographical positioning, highest share of working age population, physical and social infrastructure. The State has a competitive edge in facilitating investments and thrives to grow with the Industry.

2) In reference to 1st Cited above, the Hon'ble Chief Minister desires to position the state as an ideal investment destination for industry with requirements of skilled workforce, electricity, water and land, are met adequately.

3) In the wake of COVID-19, economic growth is challenged with uncertainties and is vulnerable to gaps in supply chain and availability of skilled workforce. The state Government has launched Restart Package vide reference 2nd read above extending support to industry for restoring normalcy.

4) In the reference 3rd read above, the Hon'ble Minister for IIIC, IT & Skill Development & Training has issued instructions to conduct a survey that captures Industry requirements that maps need for skilled, semi-skilled and unskilled labour across the state and sectors.

5) In this regard, it has been decided to conduct a comprehensive industrial survey, to be called '**Andhra Pradesh Samagra Parishrama Survey 2020' (SPS),** with an aim to understand Industrial requirements objectively and capture the current manufacturing scenario in the state. It covers all the categories of Industries in the State.

6) The objectives of the survey are as follows:

a. Identify and map the All the industrial units along with the occupier of the unit functioning in the state and comprehensively survey them through the Village and Ward Secretariat functionaries

b. To issue a unique **Parishrama Aadhar number** for each such industrial unit in the state for use by various regulatory and facilitation departments in the Government

c. To understand and collect data related **to improving production and productivity of industries** such as

   i. Factors of production such as Land & Infrastructure; Power; Market; Raw Materials; Credit etc...
   ii. Bridge gaps in supply chain of the industrial units
   iii. Export and Import profiling of the industrial unit

d. To identify job roles in demand by the industry as **"industry relevant jobs with certain level of desired skills"** and the gap in availability along with assessing

   i. Workforce Skills in tune with National Skills Qualification Framework (NSQF)
   ii. Reskilling and Apprenticeship requirements in the industry

7) In reference 4th read above, Questionnaire for Samagra Parishrama Survey 2020 (SPS) and methodology are prepared with feedback taken from stakeholders concerned.

8) The SPS Survey Questionnaire is divided into 9 sections that will capture 1) Promoter Details 2) Sector Details 3) Investment details 4) Import Export Details 5) Power Requirement 6) Credit Requirement 7) Employee & Skills Profile 8) Re-Skilling Requirement details and 9) Marketing and finance practices.

9) The SPS survey questionnaire is converted into a digital form and a mobile application and Web application portal which is housed at **https://www.apindustries.gov.in/** is developed by the Department of Industries and Commerce to support data collection exercise in the field. The data so collected will be owned by the Department of Industries and commerce and housed in the servers of the department which can be shared to other concerned departments on requirement basis.

Identification of Survey teams

10) The Survey will be conducted through the engineering assistants (EA) at the village secretariat and Ward Amenities Secretary (WAS) at the ward secretariat in their respective jurisdiction through the mobile phones already made available by the Department of GV/WV & VS/WS. The APK for the mobile application will be shared with the department of GV/WV & VS/WS to ensure proper installation of the app and conduct of the survey by utilising the staff as mentioned above.

11) A lead officer who can be any officer of the rank of Junior engineer or above/ IPO rank or above available in the district will be designated by the district collector from amongst the available officers preferably with technical background, to lead the EA/WAS for the survey while visiting the industrial units.

12) The District Collector/Joint Collector (A&W), in charge for Industries &Commerce will identify at least 30 Lead officers from the district and map them to the EA/WAS at the mandal Level. In case of industry intensive mandals /village/ward secretariats more lead officers can be identified to ensure the span of control on the EA/WAS is adequate. The GM DIC/DD DIC/ZM APIIC/DZM APIIC will function as a lead officer for the survey undertaken inside the industrial parks.

13) The lead officer and the EA/WAS will function as a Survey team for this purpose. In case of micro units i.e. units with less than 10 employees, the EA/WAS will conduct the survey independently while in case of all other cases the lead officer shall compulsorily be leading the team.

Training of Survey teams

14) It is important that the EA/WAA and Lead officers are properly trained on the SPS survey Questionnaire to ensure proper data is collected during the survey. The training shall be conducted to the surveyors through a training of trainers (ToT) approach. 5 master trainers from amongst the lead officer including GM DIC/ZM DIC/DSDO from each district along with 5 EA/WAS will be identified as district level master trainers for the ToT to be imparted by the state level trainers on the SPS survey questionnaire along with the mobile/web application.

15) These district level master trainers will in turn train and conduct district level training workshops who will train the lead officers/EA/WAA regarding the procedure for survey. As far as possible, the training shall be conducted in small groups duly following the norms of social distancing in view of the COVID-19

16) The MPDO at the Mandal level in the rural areas and Municipal commissioners in the urban areas will ensure trainings to EA/WAA are conducted on the SPS. GM DIC along with other master trainers will organise the trainings and ensure timely and proper capacity building.

17) A detailed SOP and training material will be prepared and circulated to all districts by the Director of Industries before the start of the trainings.

18) The first level of help desk services will be set up in the office of GM DIC through a dedicated IPO/s for this purpose. State level help desk 0866-2530665 which is functional in the office of Director of Industries will also be used for SPS

Procedure for Survey along with timelines

19) The procedure and timelines for the survey shall be as under after the completion of the training of the district level trainers before Aug 14th 2020.

a. All survey teams shall take adequate precautions as prescribed for COVID 19 while conducting the SPS.
b. The master trainers will undertake a Pilot survey in 2 industrially intensive mandals in the district by surveying atleast 15 industrial units per Mandal (10 MSME units, 4 Large units and one mega unit) which will be completed before August 25th, 2020. A total of 390 units will be surveyed as a part of the pilot study in the 26 mandals across 13 districts.
c. The learnings from the pilot will be communicated to the state level team of trainers to undertake necessary modifications if warranted.
d. A full-fledged survey in each village/ward secretariat area shall be undertaken by preparing a schedule for the survey team as mentioned in point 13 above. This will be completed within 45 days starting from Sep 1st 2020 and shall be completed before Oct 15th 2020.
e. An advance survey schedule shall be given to the industrial units so that the head of the unit/ authorised representative will be available on the date of survey.
f. The survey team shall physically visit the unit and capture all the details on the mobile app from the head of the unit/ the authorised representative along with the photograph of the unit and GIS coordinates of the industrial unit.
g. The data through the survey teams will be validated by the IPOs for Micro units, AD/DD, DIC for small/medium category units and by GM DIC for the large/mega category units
h. Every such validated will be assigned a system generated unique identity to be called the Parishrama Aadhar. Units registered for ReSTART package vide reference 2nd read above have already been allotted a Parishrama Aadhar and the same shall continue to be the unique identifier for the unit.
i. Every industrial unit having a separate power connection number shall be treated as a separate entity for issuing the Parishrama Aadhar. The units may be having a similar GST number if they are registered accordingly with the GST authorities.

20) The Department will conduct the SPS in collaboration with the Department of Skill Development & Training (SD&T), Department of Gram Volunteers/Ward Volunteers & Village Secretariats/ Ward Secretariats (GV/WV & VS/WS) and other relevant departments.

21) **District Level Committee for SPS**

To ensure smooth conduct of the SPS, a District Level Committee is hereby constituted:

a) District Collector as Chairman DIPC – Chairman
b) Joint Collector –II (GV/WV & VS/WS)/ Joint Collector III (A&W) in-charge industries - Vice Chairman
c) Municipal Commissioner of the corporation - Member
d) General Manager / Joint Director, Industries – Member Convener
e) Zonal Manager, APIIC – Member
f) District Skill Development Officer – Member
g) Deputy Commissioner, Labour Department – Member
h) District Panchayat Officer – Member
i) Chief Executive Officer, Zilla Parishad – Member
j) District Planning Officer - Member
k) Industry Associations/Special Invitees/experts as per the approval of the Chair

The roles of the Committee will be:

i. Identify lead officers from their departments and properly train them along with the EA/WAS to properly orient the Survey teams.
ii. Ensure that survey of all the Industries Mega, Large, Medium, Micro and Small is as per the SPS questionnaire and quality data is collected.
iii. Create awareness amongst the industry/industry associations for smooth conduct of the SPS to understand the industry requirements of skilling the workforce.
iv. After the survey, take up forward/backward linkages for the industry, provide industry relevant skills, support in developing Industry relevant curriculum and appropriation of training programs suitable to local Industry.

22) In case of 16 large Municipal Corporations, the Municipal Commissioners and in the other areas the Joint Collector (A&W) with the support of Joint Collector (VS/WS and Development) shall be responsible for the overall completion of the survey. The District Collector will coordinate the entire activity for completion as per timelines.

23) **Usage of the Survey data**

a. **Skill related Information**

i. The SPS will identify the job roles in demand by the industrial units and the skill gaps in the existing work force.
ii. The Andhra Pradesh State Skill Development Corporation (APSSDC) will take up skilling /reskilling programmes to impart the industry demanded skills in the relevant job roles of NSQF standards to provide employable work force to the industry as per demand.
iii. The APSSDC along with the Director of Technical education will assess the curriculum changes if any required and courses required for imparting industry relevant skills.
iv. The database of such manpower imparted skills will be maintained by the APSSDC at the state and district level to be made available to the industrial units as per their demand. The industrial units shall be able to query the availability of persons who were imparted skills and such facility should be made available in the single desk portal of the Industries department. This facility will be reviewed in the DIPC at the district level and SLC at the state level.

b. Forward and Backward linkages information will be made available by the industries department to the existing and future entrepreneurs by building a

GIS module for industries existing in the state which will help in industrial clustering and industrial zoning.

c. Regulatory departments such as APPCB/Boilers/Factories/Labour/CEI/Fire services can also use the relevant survey data for facilitation of the industries towards self-compliance.

d. Other information which can be shared for analysis/action by the relevant departments
   i. Quality and quantity of industrial power consumed will be analyzed by the Energy Department through AP TRANSCO/ DISCOMs,
   ii. Industrial revenue generated will be analyzed through GST Commercial Tax department,
   iii. Credit requirement of industrial units by banks and other financial institutions
   iv. Preferential market access for MSME by relevant departments.
   v. Promotion and outreach at the village/ward secretariat by the EA/WAS of Department of GV/WV & VS/WS

24) The entire SP survey shall be completed within a period of 2 months within 15th October 2020 after which the results shall be published before 30th October 2020.

25) The District Collector will monitor & review the progress of the SPS on a fortnightly basis to take steps for timely and qualitative completion of the survey. The General Manager, District Industries Centre will coordinate the survey and ensure successful completion of the SPS.

26) A State Level Committee is also hereby constituted under the chairmanship of Director of Industries with Director GV/WV & VS/WS and MD APSSDC as Members to monitor the entire activity and complete the same in a time bound manner.

The Director of Industries/Director of GV/WV & VS/WS /MD, AP State Skill Development Corporation/District Collectors shall take necessary steps accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

R.KARIKAL VALAVEN, IAS
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Special Chief Secretary, Skill Development, Employment & Training
The Principal Secretary, Labour & Employment,
The Principal Secretary, GV/WV & VS/WS Department,
The Secretary Planning Department
The Director of Industries/The Director of GV/WV & VS/WS/MD APSSDC/ VC & MD, APIIC
The P.S. to Hon'ble Chief Minister of Andhra Pradesh,
The P.S to Hon'ble Minister for Industries, Commerce & IT,
The Collectors & District Magistrates,
The Joint Collector II/III, All districts
The General Manager, District Industries Centers, All districts
SF/SC(Comp No.1172737)

//FORWARDED:: BY ORDER//

SECTION OFFICER